

# AAFP Sponsored Resource Center

## Strategic Partnerships

The American Academy of Family Physicians (AAFP) Sponsored Resource Center gives AAFP members easy access to industry information on a variety of family medicine topics to enhance their knowledge and practice. As a participant, you'll join other supporters to provide a collection of desired and relevant resources to AAFP members.

### HOW THE SPONSORED RESOURCE CENTER WORKS

Sponsored Resource Center partners give relevant and timely industry physician- and patient-education information to more than 124,900 family physicians, resident, and medical student AAFP members nationwide.

- A monthly email to more than 60,000 AAFP active members showcases three or more new pieces of content.
- Featured email content links back to the Sponsored Resource Center website ([www.aafp.org/about/initiatives/industry-features.html](http://www.aafp.org/about/initiatives/industry-features.html)) where your resource is showcased for 90 days from the time of the email transmission.
- The AAFP drives member traffic to the Sponsored Resource Center through ads rotated throughout *American Family Physician*, *Family Practice Management*, ads on the newsletters for both publications, and a link in the "about" section of the AAFP site, as well as content in Family Medicine SmartBrief.

Acceptable resources must be educational in nature. Although resources cannot promote a specific product, they can be branded. Resources may have links to products or the company site. Strategic Partnerships will vet each submission, so work with us if you have questions or want early feedback. Resources can take many shapes:

- **White papers**
- **Videos**
- **Podcasts**
- **Webinars**
- **Research studies**
- **And more**

#### How do I participate?

- 1) Fill out the **Submission Form**, in which you'll offer some copy for various parts of the newsletter and site (see Production Specifications for materials requirements).
- 2) Sign the **Order Form**. You may request an issue, per the production scheduled. Please note: submissions will be organized at the AAFP's discretion.
- 3) Send us the above two items with your **content**, the required **website image**, and **email image** to complete your submission.

**Ready to feature your resource?** To learn more, email [sponsoredresourcecenter@afp.org](mailto:sponsoredresourcecenter@afp.org)



AMERICAN ACADEMY OF  
FAMILY PHYSICIANS

## Sponsor Information

Company (Legal) Name \_\_\_\_\_

Company Address \_\_\_\_\_

Contact Name \_\_\_\_\_

Contact Email \_\_\_\_\_

## Type of Content

White Paper    Website Link    Handout    eBook    Video

Other: *(Enter type of content here if other is selected.)* \_\_\_\_\_

**Headline (Title) MAX: 60 characters including spaces**

**Teaser Description** *(Used in email communication and on web page)* **MAX: 2,500 characters including spaces**

**Full Description** *(Used on web page that will contain link to full content)* **MAX: 5,000 characters including spaces**

## Required Attachments *(Submit with this form)*

- Content for webpage
- Website Image (440 px high x 570 px wide, 100 KB maximum, 72 dpi, no padding or bleed)
- Email Image (60 px high x 80 px wide, 400 KB maximum, 72 dpi)

STP16091468

# Production Specifications

## TRANSMISSION AND MATERIAL DUE DATES

### Email Transmission Date\*

November 14, 2016  
December 12, 2016  
January 9, 2017  
February 6, 2017  
March 6, 2017  
April 3, 2017  
May 1, 2017

### Materials Due Date

October 31, 2016  
November 28, 2016  
December 15, 2016  
January 23, 2017  
February 20, 2017  
March 20, 2017  
April 17, 2017

*\*Please note: We require a minimum number of resources for each transmission. If we do not receive enough resources, we will hold them for the subsequent transmission. We may also add transmissions based on volume of resources.*

### Material Requirements:

- **Content** (pdf, embed code for video, or URL)
- **Website** image (440 pixels high x 570 pixels wide, 100 KB maximum, 72 dpi, no padding or bleed)
- **Email** image (60 pixels high x 80 pixels wide, 400 KB maximum, 72 dpi)
- **Submission form** with copy for **headline**, **teaser**, and **full description** (see examples)

**Rates:** \$12,000 for a three-month program that includes initial email transmission. Materials will be posted on the site for 90 days from the transmission of the email.

## EXAMPLES



## Resources from Sponsors

### Disclaimer

*The posting of sponsored information and content on this page should not be considered an AAFP endorsement or recommendation of the sponsor's products, services, policies, or procedures. The information and opinions expressed on this page are those of the paid sponsors and do not necessarily reflect the view of AAFP. AAFP is not responsible for the content of third party websites that are linked from this page; moreover, any links on this page to third party websites where goods or services are advertised are not endorsements or recommendations by AAFP of the third party sites, goods or services.*

The following sponsor-developed resources may be of interest:



[More >>](#)

### Headline

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## EMAIL

- **Email Image**  
(60 px high x 80 px wide, 400 KB maximum, 72 dpi)
- **Headline**  
(MAX 60 characters including spaces)
- **Teaser Description**  
(MAX 2,500 characters including spaces)

**B**

AAFP

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INFO FROM SPONSORS

Alzheimer's CARE

Alzheimer's Resources

COPD Research

Sports Hydration

Rehydration Training Guide

Electronic Prior Auth Survey

Electronic Prior Auth White Paper

Prenatal Care

Carrier Screening

Hereditary Cancer

## Resources from Sponsors

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The following sponsor-developed resources may be of interest:

**Image: 60x80**

**Headline**  
Sponsor content  
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**B SPONSORED RESOURCE CENTER WEB PAGE**

- **Email Image**  
(60 px high x 80 px wide, 400 KB maximum, 72 dpi)
- **Headline**  
(MAX 60 characters including spaces)
- **Teaser Description**  
(MAX 2,500 characters including spaces)

**C**

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INFO FROM SPONSORS

Alzheimer's CARE

Alzheimer's Resources

COPD Research

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Electronic Prior Auth White Paper

Prenatal Care

Carrier Screening

Hereditary Cancer

Genetic Testing

Clinical Overview

Colonoscopy Bowel Preparation

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**Headline**  
Sponsor content  
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**Image: 440x570**

Web Page Link

**C SPONSORED CONTENT PAGE**

- **Email Image**  
(440 px high x 570 px wide, 400 KB maximum, 72 dpi)
- **Headline**  
(MAX 60 characters including spaces)
- **Full Description**  
(MAX 5,000 characters including spaces)



# Sponsored Resource Center Order Form

## Sponsor Information

|                      |  |               |                           |
|----------------------|--|---------------|---------------------------|
| Company (Legal) Name | <u>Use the Company Legal name</u>                      |               |                           |
| Company Address      | <u>Full address: Street, City, State, and ZIP Code</u> |               |                           |
| EIN or DUNS          | <u>Click here to enter text.</u>                       |               |                           |
| Contact Name         | <u>Click here to enter text</u>                        |               |                           |
| Contact Email        | <u>Click here to enter text</u>                        | Contact Phone | <u>Area Code + Number</u> |

## Order Details

E-mail Transmission Date: TBD by AAFP – see Product Specifications information      Purchase Price: \$12,000

Term length: 3 calendar months from the date of the first e-mail transmission

If materials are not received by the applicable scheduled due date as set forth in the Product Specifications, then they will be posted at a later scheduled date at AAFP’s discretion. In all cases, the length of term is measured from the E-mail Transmission Date and all other terms and conditions of this Order Form will remain in effect.

## Submission Type

Select item below or highlight this text and type-in item submitting...

## Terms and Conditions

By submitting this Order Form, Sponsor agrees to abide by the following terms and conditions:

1. Payment by Sponsor is due within 30 days following receipt of the invoice and shall be sent to American Academy of Family Physicians, P.O. Box 419662, Kansas City, MO 64141-6662. American Academy of Family Physicians (“AAFP”) will invoice Sponsor in full upon receipt of Sponsor’s signed Order Form. A late payment will bear interest at the rate of one and one-half percent (1.5%) per month (or the highest rate permitted by law, if lower). Sponsor agrees to pay all costs of collection, including collection agency fees and expenses, attorneys’ fees, and court costs, which may be incurred by AAFP in pursuing and collecting payment. An unpaid balance may prevent future acceptance by AAFP of other Order Forms submitted by Sponsor. AAFP may, in its sole discretion, change the price to be paid for sponsored materials pursuant to Order Forms submitted after this Order Form.
2. Sponsor is solely responsible for all materials (“SRC Materials”) submitted to AAFP for inclusion in AAFP’s online Sponsored Resource Center (“SRC”) and in AAFP’s e-mail transmission(s) about the SRC to its selected members, including, without limitation, (a) information, images, pictures, videos, URLs, and other content; and (b) websites and landing pages to which SRC Materials link or direct users, and the products, services, policies and/or procedures on such pages. Sponsor makes the following representations and warranties:
  - a. The SRC Materials (i) do not infringe or otherwise violate any proprietary or personal rights of others (including, without limitation, copyrights, trademarks or privacy rights); and (ii) are factually accurate and contain no libelous or otherwise unlawful statements.
  - b. Sponsor holds and hereby grants AAFP all rights necessary (including the rights to use, reproduce, distribute, perform, and display) to include the SRC Materials and Sponsor’s name, logo(s), trademark(s) or service mark(s) on the SRC and to distribute the SRC Materials in their submitted formats to selected AAFP members.
  - c. The individual signing this Order Form is duly authorized and has the full power to bind Sponsor.
3. AAFP has the sole discretion to decline to accept SRC Materials for any reason. If AAFP elects to decline acceptance of SRC Materials, AAFP will refund within 30 days any payment previously made by Sponsor. AAFP does not review SRC Materials for content appropriateness prior to e-mail distribution or posting, but AAFP or users of the SRC may identify concerns with the SRC Material. AAFP may notify Sponsor to modify the SRC Materials as posted, due to error or due to a violation of these Terms and Conditions, or for any other reason. If Sponsor does not modify the SRC Material(s) to comply after such notice, AAFP will not be required to continue to display such SRC Material(s). AAFP reserves the right to suspend or terminate the SRC and/or any remove the SRC Materials from the SRC at any time. Sponsor may instruct AAFP to remove the SRC Materials from the SRC at any time. If

the SRC Materials are removed pursuant to this Section 3, (a) AAFP will retain a minimum of \$4,000 to cover processing and administrative costs, and (b) AAFP will refund a prorated amount of the remainder based on the remaining term length.

4. AAFP has complete control of posting content to the SRC as well as the placement of the SRC Materials and other sponsors' content on the SRC. Except as set forth in Section 3, Sponsor does not have any control or editorial/review privileges over the SRC or its contents. AAFP may not modify the SRC Materials without prior written consent of Sponsor. Sponsor acknowledges that AAFP has made no guarantees with respect to any usage statistics, levels of impressions, open or click rates, streams or viewership levels of the SRC Materials.

5. AAFP may terminate this Order Form upon written notice to Sponsor if Sponsor defaults on any payment or otherwise breaches these terms and conditions. Upon any such termination, all amounts due under this Order Form will become immediately due and payable. Upon expiration or early termination, AAFP will immediately delete all SRC Materials of Sponsor from the SRC.

6. As applicable, the parties will comply with the CMSS Code for Interactions with Companies, AdvaMed Code of Ethics on Interactions with Health Care Professionals, and PhRMA Code on Interactions with Health Care Professionals.

7. AAFP DISCLAIMS ALL WARRANTIES, WHETHER EXPRESSED, IMPLIED, STATUTORY OR OTHERWISE AND SPECIFICALLY DISCLAIMS ALL IMPLIED WARRANTIES INCLUDING WITHOUT LIMITATION THE CONDITIONS AND/OR WARRANTIES OF MERCHANTABILITY OR FITNESS FOR ANY PURPOSE TO THE MAXIMUM EXTENT PERMITTED BY LAW. AAFP DOES NOT WARRANT THAT THE SRC WILL MEET THE SPONSOR'S REQUIREMENTS OR THAT THE OPERATION OF THE SRC WILL BE UNINTERRUPTED OR ERROR-FREE. EXCEPT FOR WILLFUL MISCONDUCT AND INDEMNITY OBLIGATIONS, NEITHER PARTY WILL BE LIABLE TO THE OTHER FOR AN INCIDENTAL, CONSEQUENTIAL, INDIRECT, OR SPECIAL DAMAGES (INCLUDING, WITHOUT LIMITATION, LOSS OF PROFITS, LOSS OR CORRUPTION OF DATA OR FOR ANY LOSS OR INTERRUPTION TO SPONSOR'S BUSINESS), REGARDLESS OF FORM OF ACTION, WHETHER IN CONTRACT, IN TORT OR UNDER QUASI-CONTRACTUAL THEORY OF LIABILITY, EVEN IF ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

8. Neither party is liable for failure or delay resulting from a condition beyond the reasonable control of a party, including, but not limited to, acts of God, government, terrorism, natural disasters, and labor conditions.

9. Sponsor shall indemnify, defend and hold AAFP and its officers, employees, members, and customers harmless against any third party claim or liability arising out of (a) the SRC Materials, (b) Sponsor's violation of federal, state, local or any other laws or regulations or applicable industry codes; and (c) Sponsor's breach of these terms and conditions.

10. These terms and conditions are governed by the laws of the State of Kansas without regard to its conflicts of law provisions. If a suit or other action is brought by either party hereto in order to enforce these terms and conditions, the prevailing party shall be entitled to recover, in addition to any other relief granted, reasonable attorneys' fees and costs and expenses of investigation, arbitration and/or litigation in connection therewith. The waiver, express or implied, by either of the parties hereto of any right hereunder or any failure to perform or breach thereof by the other party shall not constitute or be deemed as a waiver of any other right hereunder by such other party. The relationship of the parties is that of independent contractors, and nothing in these terms and conditions shall be construed to constitute the parties as partners, joint venturers, principal and agent, or otherwise as participants in a joint undertaking. Sponsor shall not assign these terms and conditions, in whole or in part, whether by operation of law or otherwise, without the prior written consent of AAFP. This terms and conditions shall inure to the benefit of and be binding upon the parties and their respective successors and permitted assigns. These Order Form terms and conditions, together with the Product Specifications, set forth the entire understanding of the parties with respect to the subject matter hereof and supersedes any previous understandings or agreements, written or oral, which the parties may have reached with respect to the subject matter hereof. These terms and conditions may be modified, supplemented or amended only in a written instrument signed by both parties. Sponsor shall not use AAFP's name, trade name, logo or any trademark or service mark in any advertising or other communication to the public in any format without AAFP's prior express written consent.

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Title

For AAFP office use only.

Receipt Date of Order Form: \_\_\_\_\_